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Author:

Sphinx Club, New York

Title:

The Sphinx Club,
New York

Place:

[New York]

Date:

[1922?]

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MASTER NEGATIVE #

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Business
253
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Sphinx club, New York.
... The Sphinx club, New York. [New York, M. B.
Brown printing & binding co., 1915, 1922,
43 p.
~~2 p. l., 7-38 p., 1 l.~~ incl. mounted port. mounted pl. 30^{cm}.
List of officers and members, constitution, etc.

1. Advertising—Societies.

Library of Congress
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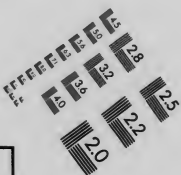
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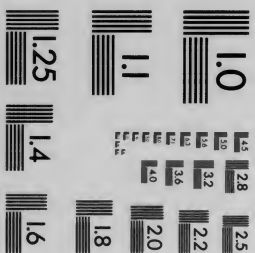
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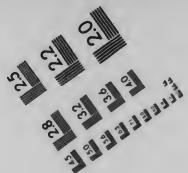
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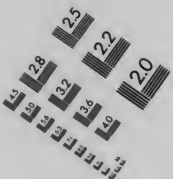
PRECISIONSM RESOLUTION TARGETS



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St. Paul, MN 55119

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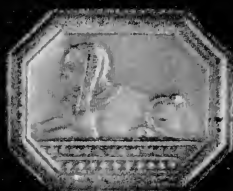
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Sphinx Club

ORGANIZED - 1896

NEW YORK CITY



1893-1896



LADIES' NIGHT AT THE SPHINX CLUB.
WALDORF-ASTORIA HOTEL APRIL 12, 1921

THE SPHINX CLUB



THE SPHINX CLUB
NEW YORK
ORGANIZED 1896

98.4
President N. M. Butler
2-23-23

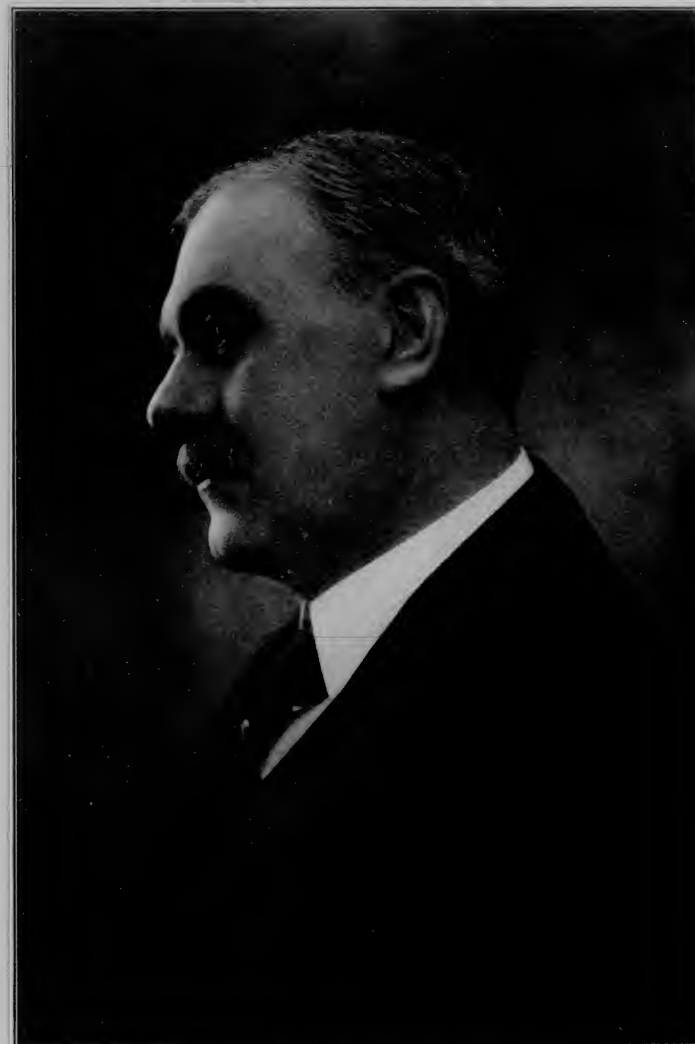
Business

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Sp 3

CLUB BOOK 1919-1923
P. 25

as of May 25/23

THE SPHINX CLUB



R. F. R. HUNTSMAN
PRESIDENT OF THE SPHINX CLUB
SEASON OF 1921-1922

THE SPHINX CLUB

VICE-PRESIDENTS, SECRETARY AND TREASURER
OF THE SPHINX CLUB



GEORGE ETHRIDGE



DAN A. CARROLL



PRESTON P. LYNN



THOMAS A. BARRETT



F. ST. J. RICHARDS

THE SPHINX CLUB

MEMBERS OF THE EXECUTIVE COMMITTEE
OF THE SPHINX CLUB



SAMUEL MOFFITT



ROGER O'DONNELL



EDMUND D. GIBBS



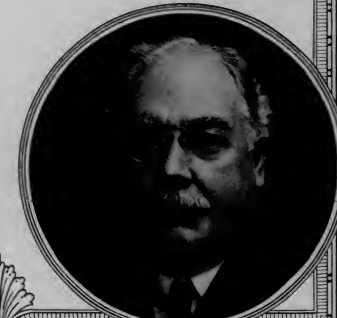
W. R. HOTCHKIN



COLLIN ARMSTRONG



CORDIN MCCARTHY



W. W. HALLOCK

THE SPHINX CLUB



SPHINX CLUB

NEW YORK CITY
ORGANIZED 1896

OFFICERS OF THE SPHINX CLUB

Season of 1921-1922

President

R. F. R. HUNTSMAN

Vice-Presidents

PRESTON P. LYNN
GEORGE ETHRIDGE

CLARKSON COWL
DAN A. CARROLL

Secretary

THOMAS A. BARRETT

Treasurer

F. ST. JOHN RICHARDS

Executive Committee

W. R. HOTCHKIN
SAMUEL MOFFITT
CORBETT MCCARTHY

ROGER J. O'DONNELL
W. W. HALLOCK
COLLIN ARMSTRONG

E. D. GIBBS

Membership Committee

HARRY HOYT GOOD, *Chairman*

GEORGE J. AUER
M. M. GILLAM
W. W. HALLOCK

S. E. LEITH
JOHN H. HAWLEY
RICHARD S. WOOD

Speakers Committee

COLLIN ARMSTRONG, *Chairman*

JOHN IRVING ROMER
JOSEPH P. DAY
WILLIAM A. THOMSON

W. F. CROWELL
NATHAN H. SEIDMAN
WILLIAM T. MULLALLY

Publicity Committee

CHARLES CAPEHART, *Chairman*

F. W. ANDERSON
JAMES WRIGHT BROWN
JAMES O'FLAHERTY, Jr.

R. S. WOOD
EDWARD L. BERNAYS
JAMES C. DAYTON

B. H. BADANES



THE SPHINX CLUB

NEW YORK

THE Sphinx Club is primarily an advertising association, composed of men who are in the advertising profession, either as creators of advertising, sellers of advertising space, purchasers of advertising space, or members of firms that do advertising. The last qualification admits many business men who are not actually members of the advertising craft.

This club was organized in 1896, for the purpose mainly of bringing together, in a social way, men who do business together, in buying and selling advertising, so that they might get acquainted and know each other, as they can rarely do when they never meet except when doing business together. It is an unwritten, but never broken law of The Sphinx Club, however, that business shall never be done or discussed among members and guests at Sphinx Club dinners.

In this manner Sphinx Club dinners have been invaluable in promoting friendships among business men, as well as in spreading the gospel of "Honesty in Advertising," the motto of the club since its organization. It is the invariable experience of members and their guests that every evening at a Sphinx Club dinner sends one away with new ideas to apply to the betterment of his business and new inspiration for larger personal development.

The Sphinx Club is distinguished from other advertising clubs because it is primarily a dining club, its members meet at dinners held once a month during the busy seven months of the year.

Six Sphinx dinners are held for men exclusively—members and guests. Speakers are invited who can speak interestingly and authoritatively on advertising and selling topics, or on some other topic in which the members may be vitally interested. The roster of Sphinx Club speakers includes the best brains of the advertising and publishing business.

The seventh dinner of the Sphinx Club year is "Ladies' Night," which has come to be one of the most notable dinners and entertainments of New York social life. To this dinner are invited the wives and fair friends of the members and guests.

Not only is the dinner remarkable for gastronomic excellence, but the entertainment is always elaborate and original, and a dance usually accompanies the other entertainments. An invitation to the Sphinx Club's "Ladies' Night" Dinner is considered to be one of the prizes of the New York social season.

THE SPHINX CLUB

When the Sphinx Club was organized in 1896 it had a membership limited to thirty members. This was soon found to be a bar to development, and today there are over four hundred members of the Club, and there is no desire to force a larger membership. However, it is vital to the life of the Club, and to maintain its position as the association of the best brains in the advertising fraternity, that men who are doing important and successful work in advertising, and who are paying all or part of large advertising bills, shall be invited to become members of The Sphinx Club. While it is the privilege of all members to suggest names of men who they think should belong to the Club, it is understood that no man shall be invited to join The Sphinx Club until his qualifications shall be passed upon by the membership committee.

Thus any man who is invited to join the Club will realize that the invitation, through the official committee, comes to him from the entire Club.

THE SPHINX CLUB

CONSTITUTION AND BY-LAWS

THE SPHINX CLUB



CONSTITUTION

I

The name of this Club shall be "The Sphinx Club."

II

The objects of the Club are:

To acquire and disseminate, through the interchange of ideas, a clearer understanding of the problems of advertising and the betterment of advertising.

III

By betterment of advertising is meant the betterment of advertising in the abstract. No member will be requested or required to furnish any information concerning advertising in the concrete; nor shall members of the Club, as a Club, originate or further any action or plan whatever, which may antagonize the outside interests of other members of The Sphinx Club.

IV

Members in joining bind themselves, therefore, to nothing but the payment of their dues, loyalty to the Constitution and By-Laws, and the furtherance of good fellowship among the members.

V

Anybody is eligible for membership who, in the opinion of the Executive Committee, can contribute in any way to the objects the Club has in view.

VI

No member shall use the name of the Club for the purpose of promoting private interests, or in any other way which may, in the opinion of the Executive Committee, be unworthy of or derogatory to the status of the Club.

VII

Any alteration of this Constitution shall be made only at the annual meeting, and only by two-thirds vote of the members present.

VIII

The officers of this Club shall consist of a President, a Vice-President, a Secretary, a Treasurer, who, together with seven (7) other members of the Club, shall constitute the Executive Committee, upon whom shall rest the management of the Club. The organization of the Club shall be the organization of the Executive Committee.

THE SPHINX CLUB



IX

The annual meeting shall be held on the second Tuesday of April of each year, at which meeting the annual election of officers shall take place.

X

The resident membership fee shall be twenty-five dollars (\$25.00) and shall be paid at the time the application for membership is presented. The annual dues for each member shall be ten dollars (\$10.00), payable in advance.

XI

The non-resident membership fee shall be ten dollars (\$10.00), and shall be paid at the time the application for membership is presented. The annual dues of non-resident members shall be five dollars (\$5.00), payable in advance.

XII

All amendments to, changes, or alterations of, the Constitution shall be proposed in writing at the meeting preceding the annual meeting, and the Secretary shall notify in writing the entire membership of the Club of the proposed amendment to, or change of, the Constitution.

XIII

Only members present shall have a vote at the annual meeting and no vote by proxy shall be accepted.

XIV

All orders placed for the Club exceeding the value of twenty-five dollars (\$25.00), shall be given in writing and signed by the Treasurer, and the President or Vice-President.

XV

The Treasurer shall submit a balance sheet for the inspection of the Club at the annual meeting, said balance sheet having previously been audited and approved by the Executive Committee.

XVI

It shall be unlawful for an officer or the officers of the Club to create an indebtedness in the name of the Club, beyond the amount in the Treasury of the Club, without the sanction of the Executive Committee.

XVII

By-laws for the further guidance and government of the Club may be made, when not in conflict with any provision of the Constitution, by a majority vote of the members present at any annual meeting.

THE SPHINX CLUB



BY-LAWS

I

The President shall preside at all meetings of the Club and shall perform the duties usually incumbent upon the presiding officer.

II

The Vice-President shall, in the absence of the President, perform the duties of the President.

III

The Secretary shall keep full and accurate records and minutes of the transactions of the Club and perform all other duties usually incumbent upon the Secretary.

IV

The Treasurer shall receive all moneys of the Club, issue receipts in the name of the Club, keep a true and just account of the same and disburse them, upon the order of the Executive Committee.

V

It shall be the duty of the Executive Committee to transact all the business of the Club, not otherwise provided for in the Constitution or in the By-Laws.

VI

The Club shall hold regular monthly meetings on the second Tuesday of October, November, December, January, February, March, and April, or at other times at the discretion of the Executive Committee.

VII

Any person desiring to become a member shall make written application, endorsed by a member of the Club.

VIII

All applications for membership shall be referred to the Executive Committee, and shall be favorably acted upon, unless more than two members of said Committee object to the admission of the applicant.

IX

Committees, special or standing, may be created by the Club at any regular meeting, by vote of the majority of the members present.

THE SPHINX CLUB

X

All elections of officers shall be by secret ballot upon nominations made in opening meeting.

XI

All officers shall be elected for the term of one year, or until their successors shall have been chosen.

XII

No officer shall receive any salary for his services.

XIII

Throughout the deliberations of this Club, when not otherwise provided for in the By-laws, the Cushing's Rules of Order shall govern.

XIV

Any member of this Club may prefer charges against any other member or members of the Club, at any regular meeting of the Club, and after being duly notified of said charges, said member or members may be expelled from the Club by a two-thirds vote of the members present at the next regular meeting.

XV

These By-laws may be amended or changed at any regular meeting of the Club, by a two-thirds vote of the members present, provided, however, that all amendments to, or changes of, these By-laws shall be presented at a previous regular meeting.

XVI

Members joining during the year shall pay the full amount of the annual dues if elected to membership previous to the January meeting, or one-half only, if elected to membership after the January meeting.

XVII

Any member in arrears for annual dues or dinner dues longer than thirty days shall be suspended and stand suspended until such members pay up in full. Any member in arrears for over sixty days may, by a two-thirds vote of the members present, be expelled, but before the vote of such expulsion, the member shall be invited to explain his conduct personally or in writing.

THE SPHINX CLUB

PRESIDENTIAL CHRONOLOGY

M. M. Gillam	1896-98
Artemas Ward	1898-99
Geo. P. Rowell	1899-1900
Herbert B. Harding	1900-01
George H. Daniels	1901-05
Frank Presbrey	1905-06
F. James Gibson	1906-07
Robert Frothingham	1907-08
Samuel Brill	1908-09
Philip A. Conne	1909-10
W. R. Hotchkin	1910-11
George B. Van Cleve	1911-12
Collin Armstrong	1912-13
E. D. Gibbs	1913-14
Henry C. Brown	1914-15
Preston P. Lynn	1915-18
George Ethridge	1918-20
R. F. R. Huntsman	1920-21
R. F. R. Huntsman	1921-22

THE SPHINX CLUB



ENTRANCE FEES

Resident Members	\$25.00
Non-Resident Members	10.00
(War Tax 10% to be added)	

A check for entrance fees and annual dues should always accompany application for membership, which will be returned if applicant is not elected.

A resident member is one whose principal place of business is New York City, irrespective of his place of residence.

A non-resident member is one whose principal place of business and residence are outside of New York City.

ANNUAL DUES

Resident Members	\$10.00
Non-Resident Members	5.00

Annual dues are payable October 1st, when the Club year begins.

THE SPHINX CLUB



RESIDENT MEMBERS

THE SPHINX CLUB



RESIDENT MEMBERS

ADAMS, D. C., Jr.	Automobile Adv. Mgr., Brooklyn Standard Union, Brooklyn
AHERN, H. A.	World Wide Advertising Corporation, 1 West 34th St., New York
AIMONE, RAIMONDO C. . . .	The Aimone Galleries, 42-44 East 49th St., New York City
ALEXANDER, HERMAN	Editor New Yorker Herold, 22 North William St., New York
ALLISON, WERNER S.	Sales Dept., National Biscuit Co., 409 West 15th St., New York City
ANDERSON, F. W.	Root Newspaper Association, 239 West 39th St., New York
ANDREWS, BARRETT	The Dorland Agency, Inc., 9 East 40th St., New York City
APPEL, ALEXANDER	Attorney, 27 Cedar St., New York City
APPEL, JOSEPH H.	Director of Publicity for the John Wanamaker Stores, New York and Philadelphia
ARMSTRONG, COLLIN	Chairman, Board of Directors, William T. Mullally, Inc., 198 Broadway, New York
ATWATER, THERON S.	Pres. Hahne & Co., Newark, N. J.
AUER, GEORGE J.	c/o N. Y. American, 1834 Broadway, New York City
BADANES, B. H.	Advertising Manager, Liggett's Drug Stores, Liggett Bldg., 42d St. and Madison Ave., New York
BALL, J. O.	81 Oakwood Ave., Bogota, N. J.
BALLOU, JOHN T., Jr.	F. Loeser & Co., Brooklyn, New York
BARBOUR, WILLIAM McK. . . .	Director of Advertising, New York Globe, 73 Dey St., New York
BARRETT, THOS. A.	Business Manager American Agriculturist, 461 Fourth Ave., New York
BATES, WILFRED C.	Vice-Pres., Fralick & Bates, Inc., Tribune Bldg., New York
BEACH, HENRY M.	New York Evening Post, 20 Vesey Street, New York
BECKWITH, J. T.	Beckwith Special Agency, World Building
BERNAYS, EDWARD L.	9 East 46th St., New York
BERTINE, HARRY B.	John Wanamaker, New York

THE SPHINX CLUB

RESIDENT MEMBERS—Continued

BLACKALL, FREDERICK S.	President Taft-Pierce Company, Woolworth Bldg., 233 Broadway, New York
BLOCK, PAUL	Inc., Publisher and Publishers' Representatives, 95 Madison Ave., New York
BLOOMINGDALE, SAMUEL J.	Bloomington Bros., Inc., 59th to 60th Sts., Lexington to Third Aves., New York
BLUM, EDWARD C.	Abraham & Straus, Inc., Brooklyn, New York
BOTHWELL, J. W.	President The De Vinne Press, 395 Lafayette St., New York
BOWSER, SEWARD L.	Director, John Wanamaker Foundation, John Wanamaker, New York
BRILL, SAMUEL	Brill Brothers, 1619 Broadway, New York
BROMFIELD, P. B.	Bromfield & Company, 45 West 34th St., New York
BROWN, DAVISON, Jr.	N. Y. Evening Journal, 2 Columbus Circle, New York City
BROWN, JAMES WRIGHT	The Editor and Publisher, 1117 World Bldg., New York
BROWN, RUSSELL A.	Lord & Taylor, 5th Ave. and 38th St., New York
BUDD, JOHN	President The John Budd Company, 9-11 East 37th St., New York
BULLOCK, WILLIAM STARR	President Securities Service, 20 Broad St., New York
BUNNELL, WALTER E.	W. H. H. Hull & Co., 154 Nassau St., New York
BURNS, THOS. F.	N. Y. Evening Mail, 25 City Hall Place, New York City
BUTTERWORTH, BENJAMIN T.	Advertising Manager New York Times, New York
CALDWELL, EDWARD C.	John Wanamaker, New York
CAPEHART, CHARLES	Capehart-Carey Corporation, Times Bldg., New York
CARRERE, J. MAXWELL	136 East 22d St., N. Y.
CARRINGTON, OMAR H.	Advertising Manager Metropolitan Magazine, 432 Fourth Ave., New York
CARROLL, DAN. A.	Special Newspaper Advertising Representative, 150 Nassau St., New York
CASLER, HOWARD W.	Assistant to Vice-President, New York Telephone Company, 15 Dey St., New York

THE SPHINX CLUB

RESIDENT MEMBERS—Continued

CHISHOLM, HUGH J.	Oxford Paper Company, 200 Fifth Ave., New York
CHIVERS, ARTHUR B.	c/o S. S. Koppe & Co., 503-504 Times Bldg., New York City
CLARK, DAVID H.	Gen'l Mgr., Bell-ans, Orangeburg, N. Y.
CLARK, HARRY H.	C. Kenyon Co., 754 Pacific St., Brooklyn, N. Y.
CLEARY, THOMAS	The Brooklyn Daily Eagle, Room 305, World Bldg., New York City
CLEVELAND, NEWCOMB	Vice-President, The Erickson Co., 381 Fourth Ave., New York
COHEN, PHILIP F.	Vice-President, The United Retail Candy Stores, 202 Harris Avenue, Long Island City, L. I.
COLLIER, BARRON	President Street Railways Advertising Company, 220 West 42nd St., New York
COLTON, WENDELL P.	165 Broadway, New York
COLWELL, WORTH	President, Rowland Advertising Company, Inc., Fisk Building, Broadway & 57th St., New York
CONE, FREDERICK H.	Treasurer, Andrew Cone General Advertising Agency, Tribune Building, New York
CONKLIN, THOS. E.	Secretary and Treasurer Verree & Conklin, Inc., 300 Madison Ave., New York
CONNE, P. A.	Vice-President Saks & Company, New York
COOKE, H. H.	William Green—A Corporation—Printing and Advertising, 627 West 43d St., New York
CORMAN, S. WILBUR	The Corman Company, 19 West 44th St., New York
COWL, CLARKSON	James A. Hearn & Son, Inc., West 14th St., New York
COWPERTHWAIT, WALTER B.	Cowperthwait & Sons, 193-205 Park Row, New York
CROWELL, W. F.	Gen. Publicity Manager, New York Telephone Company, 15 Dey St., New York
DANIEL, CHARLES	Business Manager New York Review, 121 West 39th St., New York
DANIELLS, ALLAN L.	Manager of American Branches, Robt. H. Ingersoll & Bro., 30 Irving Place, New York City
DAVIS, HOWARD	New York Tribune, 154 Nassau St., New York

THE SPHINX CLUB

RESIDENT MEMBERS—Continued

DAY, JOSEPH P.	President, Broadway Subway & Home Boroughs Car Advertising, 67 Liberty St., New York
DAYTON, JAMES C.	Publisher, New York Evening Journal, 2 Columbus Circle, New York
DEUTE, A. H.	Borden Company, 350 Madison Ave., New York
DEWART, WILLIAM T.	Vice-President and General Manager of Frank A. Munsey Company, 280 Broadway, New York
DICKIE, H. A.	Secretary Trade Associations, 8 West 40th St., New York City
DODD, CHARLES F.	Gen'l Mgr., Brooklyn Standard Union, Brooklyn, N. Y.
DOUGLAS, H. HENRY	Morse International Agency, 449 Fourth Ave., New York
DOWNEY, JAMES T.	Vice Pres., Street Railways Adv. Co., 220 West 42nd St., New York City
DUGGAN, JOHN F.	General Manager Gimbel Brothers, New York
EASTMAN, LEE J.	President, Packard Motor Car Company of New York, 1861 Broadway, New York
EDDY, CHAS. H.	200 Fifth Ave., New York
ELLIOTT, CLINTON	Street Car Advertising, 8 West 40th St., New York
ERICKSON, A. W.	President The Erickson Company, 381 Fourth Ave., New York
ERSKINE, RALPH C.	Pres. Erskine Danforth Corp., 2 West 47th St., New York City
ETHRIDGE, GEORGE	George Ethridge Company, Madison Square Building, 25 East 26th St., New York
EVANS, DAVID G.	10 East 43rd Street, New York City
EVERETT, HERBERT	Creske-Everett, Inc., Aeolian Bldg., New York
FICKLING, W. IRVINE	36 Arlington Place, Rockville Centre, L. I.
FINNEY, FRANK	President Street & Finney, 171 Madison Ave., New York City
FITZPATRICK, WILLIAM A.	The Standard Union, Brooklyn, N. Y.
FULLER, C. W.	Photoplay Magazine, 25 West 45th St., N. Y.

THE SPHINX CLUB

RESIDENT MEMBERS—Continued

GERSON, LOUIS JAY	"Brookdale Farm," Palisades, Rockland County, N. Y.
GIBBS, E. D.	Adv. Director, The B. F. Goodrich Rubber Co., Akron, Ohio
GIBSON, CHAS. DANA	Life Pub. Co., 598 Madison Avenue, New York City
GIBSON, FREDERIC JAMES	General Manager The Home News, 373 East 148th St., New York
GIDDING, J. M.	564 Fifth Ave., New York
GILLAM, M. M.	Gillam's Service—Business Building and Promotion, 110 West 34th St., New York
GILLROY, JAMES P.	The O. J. Gude Co. and Poster Advertising Co., 550 West 57th St., New York
GITTINS, GEORGE W.	Treasurer, Estey Piano Company, 133d St. and Lincoln Ave., New York
GOLDBERG, SAMUEL W.	217 Broadway, New York City
GONDA, FRANCIS D.	The Biow Company, Inc., 116 West 32d St., N. Y., and 1833 Seventh Ave., New York
GOOD, HARRY HOYT	President and Treasurer of Carter Medicine Company, 45 Murray St., New York
GOVE, JAY A.	Assistant General Manager, Realart Pictures Corp., 469 Fifth Ave., New York City
GRANDIN, F. C.	President, Grandin-Dorrance-Sullivan, Inc., New York City
GREEN, CHARLES H.	Indoor Advertising, 105 West 40th St., New York City
GREEN, DR. CHAS. W.	Room 723, Brunswick Bldg., 225 Fifth Ave., New York
GREENHUT, BENEDICT J.	Monmouth Securities Co., 251 Fourth Ave., New York
GREENHUT, NELSON	American Safety Razor Corporation, Jay and Johnson Sts., Brooklyn, N. Y.
GREENDLINGER, LEO	Secretary & Treasurer Alex. Hamilton Inst., 13 Astor Place, New York City
GREENLEAF, A. E.	Greenleaf Advertising Corporation, 516 Fifth Avenue, New York
GRUEN, TOBY	126-130 West 46th St., New York City
GUDE, O. J.	Chairman Board of Directors, The O. J. Gude Company, N. Y., Outdoor Advertising, 550 West 57th St., New York

THE SPHINX CLUB

RESIDENT MEMBERS—Continued

GUNNISON, HERBERT F. . . .	Vice-President, Treasurer and Publisher the Brooklyn Daily Eagle, Eagle Building, Brooklyn, New York
GUNNISON, STANLEY E. . . .	599 East 18th St., Flatbush, Brooklyn, N. Y.
HALE, HENRY, Jr.	The Ethridge Co., 25 East 26th St., New York City
HALLE, H. J.	Room 803, Trinity Building, 111 Broadway, New York, and 208 South La Salle St., Chicago
HALLOCK, W. W.	Western Newspaper Union, 239 West 39th St., New York
HAMILTON, E. PAUL	E. Paul Hamilton, Inc., North Howard St., Baltimore, Md.
HAMILTON, MAYLIN	42 Broadway, New York City
HAMMESFAHR, A. C. G. . . .	International Magazine Company, 119 West 40th St., New York
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INGERSOLL, ROBT. H. . . .	30 Irving Place, New York
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STEIN, DR. FRANK J. 20-26 Grand St., New York City

STICKLEY, J. G. Member of L. and J. G. Stickley Company, 6 East 39th St., New York

STOKES, HOWARD G. Prizma, Inc., 71 West 23rd St., New York City

STORM, JULES P. 120 West 41st St., New York City

STORRS, FRANK V. New York Theatre Program Corporation, 112 Wooster St., New York

STOUT, CHARLES TABER . . . 17 Cedar St., New York City

STRASBURGER, ALBERT F. . . John Wanamaker, New York

STRAUS, JESSE ISIDOR R. H. Macy & Co., Inc., Herald Square, New York City

SULLIVAN, GEO. L. Grandin-Dorrance-Sullivan, Inc., 130 West 42nd St., New York

SULLIVAN, JOHN A. President O'Flaherty's N. Y. Suburban List, 225 West 39th St., New York City

TERBELL, HENRY S. The Equitable Life Assurance Society, 120 Broadway, New York

THOMPSON, WILLIAM J. . . . 615 West 43rd St., New York

THOMSON, WILLIAM A. . . . Director Bureau of Advertising, American Newspaper Publishers' Association, World Bldg., New York

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WALKER, WALTER DOUGLAS	Advertising Department John Wanamaker, New York
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WHITE, JAMES	Associated Dry Goods Corporation of New York, 18 W. 39th St., New York
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BARNES, A. J.	Shepard Electric Crane & Hoist Co., Montour Falls, N. Y.
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BURPEE, DAVID	Seeds That Grow, 485 North Fifth St., Philadelphia, Pa.
BURPEE, W. ATLEE, Jr.	485 North Fifth St., Philadelphia, Pa.
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